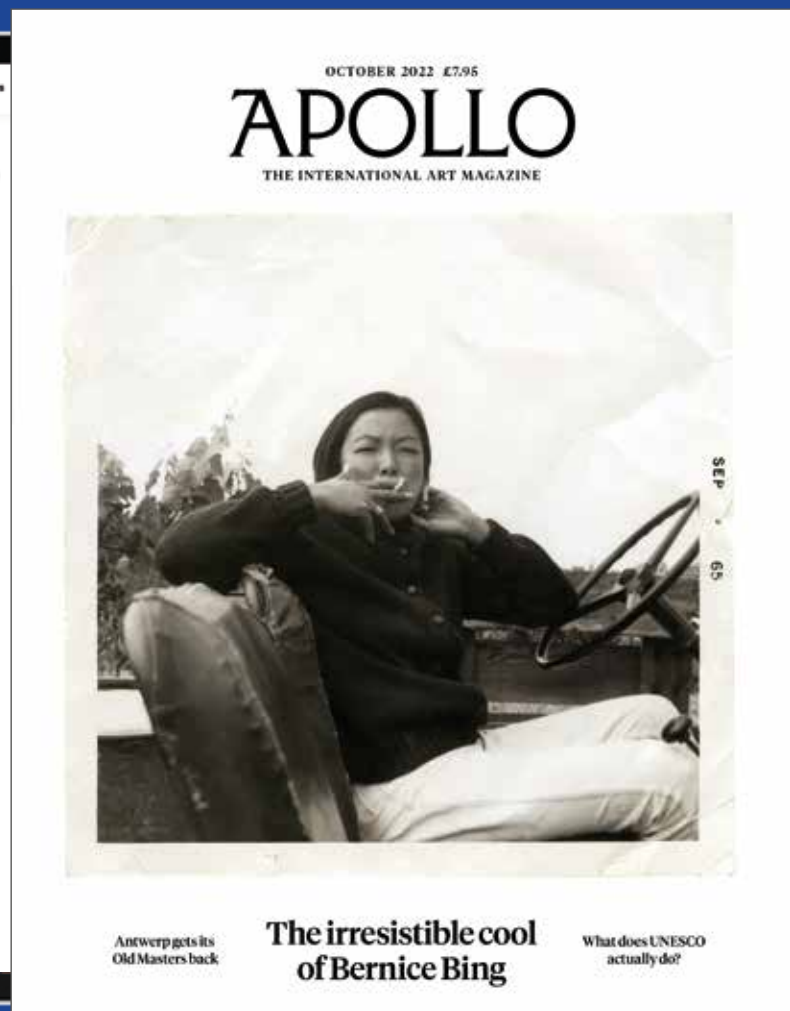


APOLLO

THE INTERNATIONAL ART MAGAZINE



Media kit 2023

APOLLO

A note from the editor

Apollo is the world's leading art magazine. Apollo offers readers the best writing about art from across the centuries, with incisive art criticism, sparkling profiles and intelligent commentary, as well as market insight and collector interviews. Each issue surfaces the stories from the art world that everyone needs to know.

Apollo has unrivalled access to a readership that is made up of the leading figures of the cultural world: the top artists, collectors, museum directors and curators. It is a dedicated audience that not only reads about the art world but also operates in it.

With ongoing projects such as the Apollo 40 Under 40 (outlining the art world's leaders of tomorrow), the annual Apollo awards and daily news updates and comment articles, Apollo is dedicated to providing a new perspective for all its readers.

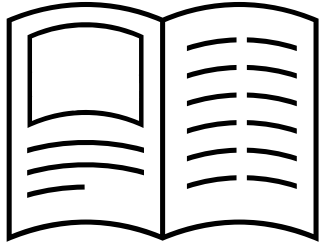
Sincerely,

A handwritten signature in black ink that reads "E. Behrens". The signature is written in a cursive, slightly slanted style with a long horizontal stroke at the end.

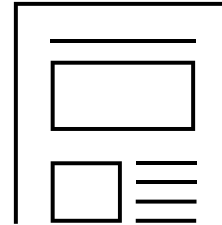
Edward Behrens

Apollo Editor

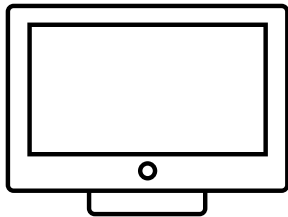
Brand reach



30k readership



20k opt-in subscribers



160k unique monthly users



84k followers

Total reach 294,000



APOLLO

Apollo magazine

About

Published continually since 1925

Monthly magazine with double issue in July/August

Ultra high-net-worth international readership including collectors, curators, artists, museum directors and those interested in the visual arts

Available as a subscription or from selected newsstands and museum shops with additional distribution at international art fairs, five-star London hotels and Eurostar lounges

Content

Beautifully produced, this highly collectible glossy magazine includes:

Interviews with leading collectors and artists

Previews and reviews of must-see international exhibitions and art fairs

Insights into the trends and developments in the art market

Guidance on collecting

Essays on art, ranging from the classical to the contemporary

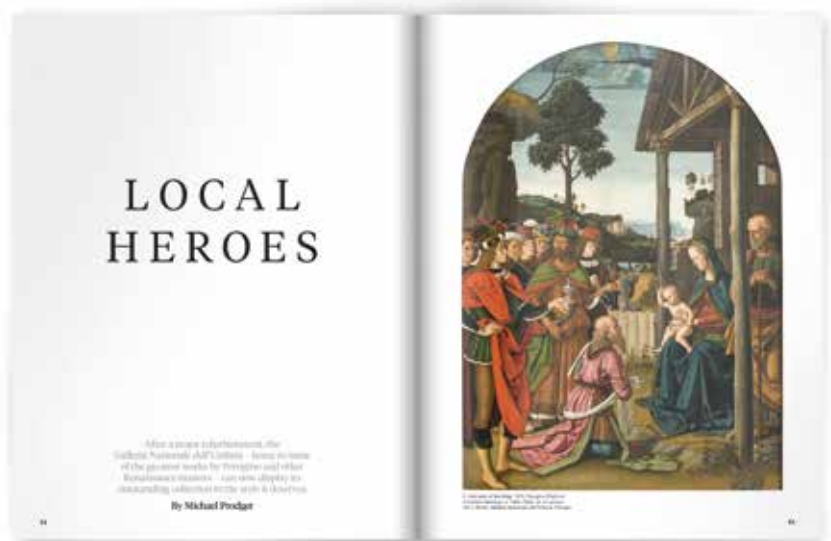
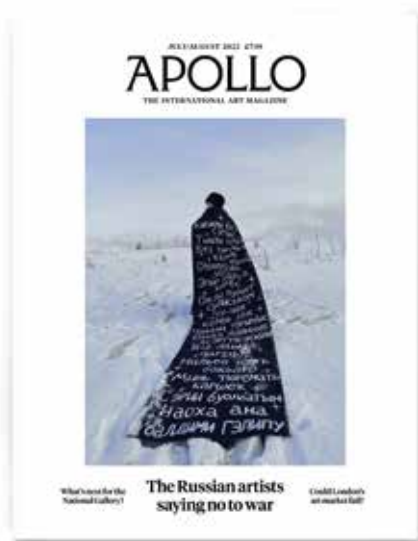
30,000 readership across 25 countries

40% of readers live in the UK

40% live in the US

13% live in Europe

7% live in the rest of the world



APOLLO

Apollo and art fairs

Apollo is proud to be a sponsor and media partner/exhibitor with many of the world's most important art fairs, including:

TEFAF Maastricht and New York
Art Basel (Basel, Paris, Miami Beach)
Fine Art Asia, Hong Kong
PAN Amsterdam
Frieze Masters
The British Art Fair

Parcours des Mondes
Salon du Dessin and Fine Arts Paris
Asian Art in London and Asia Week New York
BRAFA and Art Brussels
The Armory Show New York
BIAF Florence

These long-standing and valuable partnerships mean that we benefit from additional distribution and presence on the ground at the key events in the art world calendar.



APOLLO

apollo-magazine.com

About

235,000 monthly page views

160,000 monthly unique users

36% are based in the UK

26% are based in the US

38% are based in Europe and the rest of the world

Gender

54% female

46% male

Age

20% 18-24

20% 25-34

19% 35-44

16% 45-54

13% 55-64

12% 65+

Content

Updated daily with the latest art world news and comment

New **'In the studio with...'** artist interview each week

Our popular **Art Diary** featuring the best exhibitions around the globe

A monthly acquisitions round-up of the most exciting works to enter public collections

Fortnightly auction previews highlighting the most interesting works and collections coming up in the salerooms

Features and essays from the print issue

Apollo's annual 40 Under 40 list selects 40 individuals and collectives all under the age of 40, who are shaping the future of art, transforming how it is made, experienced, bought and sold

The Apollo Awards, celebrating exceptional achievements in the art and museum worlds



APOLLO

Apollo newsletters

About

We publish three newsletters each week.
Over 20,000 opt-in subscribers, who are highly engaged with our content.

Average open rates are 46%.
Full reporting on request.

Content

Tuesday

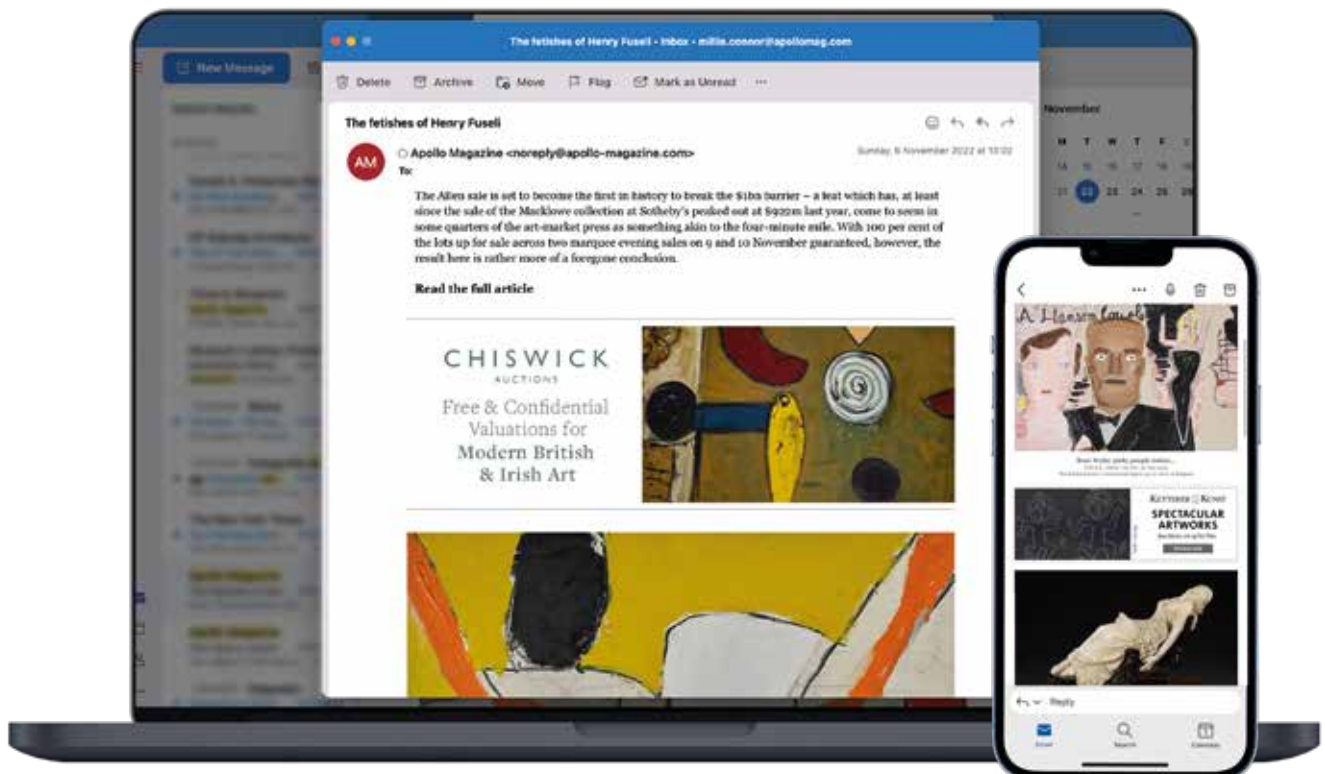
'Museums of the Mind'
A new theme each week with content from our archive.

Friday

'Briefing'
The week's top art news stories and previews of top exhibition openings.

Sunday

'Highlights'
A curated selection of the most popular articles from the website.



Partnership opportunities

Apollo offers a range of sponsorship opportunities and content partnerships, from hosting native content in print or on our digital platforms to headline sponsorship of our popular 40 Under 40 survey or our annual Apollo Awards.



For more details on the full Apollo partnership offering, please contact Katherine Boon, Partnerships Director:

kath@apollomag.com

T + 44 (0) 20 7961 0205

CHRISTIE'S



Strauss&co
Fine Art Auctioneers | Consultants



Mishcon de Reya



Bonhams



APOLLO

2023

APRIL (On sale 25 March)

Deadline 9 March

SWISS FOCUS

Coinciding with Art en Vieille-Ville Geneva, Antica Brussels and Lisbon Art & Antiques Fair.

Lausanne's "Plateforme 10" arts district with director interview. Canova and neoclassicism. The Swedish artist, Hilma af Klint. Collectors' Focus on Persian Rugs. Extra distribution in Brussels, Lisbon, Eurostar lounges and London hotels.

MAY (On sale 22 April)

Deadline 6 April

TEFAF NEW YORK ISSUE

APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF.

Coinciding with The Coronation.

TEFAF NY previewed. Collectors' Focus. US museum feature. Funeral Effigies in Westminster Abbey. Handel's House. Oliver Messel and the influence of the Rococo on his stage design. Extra distribution from our stand at TEFAF New York, in Eurostar lounges and London hotels.

JUNE (On sale 27 May)

Deadline 11 May

LONDON & BASEL ISSUE

Coinciding with Art Basel and London Art Week.

Collector interview. Collectors' Focus. London Art Week, London Summer Art Fair and Art Basel previewed. Extra free distribution from our stand at Art Basel, in Eurostar lounges and London hotels.

JULY/AUGUST (On sale 24 June)

Deadline 8 June

DOUBLE INTERNATIONAL ISSUE

with tribal art focus

Coinciding with our media partnerships with Tribal Art London and Parcours des Mondes. Tribal art collector interview. Parcours des Mondes previewed. Free extra distribution at London Art Week, Tribal Art London, in Eurostar lounges, London hotels and around Parcours des Mondes.

SEPTEMBER (On sale 26 Aug)

Deadline 10 August

Coinciding with our partnerships with The Armory Show and The British Art Fair. Collectors' Focus. Extra distribution at The British Art Fair, in Eurostar lounges and London hotels.

OCTOBER (On sale 30 Sep)

Deadline 14 September (dates to be confirmed)

FRIEZE WEEK ISSUE inc. 40 under 40

Coinciding with our partnerships with Frieze Masters, PAD London and Apollo's sponsorship of Asian Art in London (Indian & Islamic).

Apollo's 40 under 40 discussed. Extra distribution at Frieze Masters, PAD London, Paris+ par Art Basel and Asian Art in London (Indian & Islamic).

NOVEMBER (On sale 28 Oct)

Deadline 12 October (dates to be confirmed)

ASIAN ART FOCUS

Coinciding with our sponsorship of Asian Art in London (East Asia), plus our partnerships with Fine Arts Paris / La Biennale and PAN Amsterdam.

Collector's Focus. Asian Art in London previewed. Extra distribution throughout Asian Art in London, London hotels, PAN Amsterdam, Fine Arts Paris / La Biennale and Eurostar lounges.

DECEMBER (On sale 25 Nov)

Deadline 9 November

THE 2023 APOLLO INTERNATIONAL AWARDS ISSUE

Coinciding with Art Basel Miami Beach and London Art Week.

The Apollo International Awards. Artist and Personality of the Year interviews. Survey of international museum acquisitions. Museum openings and exhibitions. Digital innovations and Book of the Year. Extra distribution at the Apollo International Awards presentation party, Eurostar lounges and London hotels.

2024

JANUARY (On sale 23 Dec)

Deadline 7 December

BRUSSELS & NEW YORK

Coinciding with our media partnerships with BRAFA Brussels, London Art Fair and The Winter Show New York.

BRAFA, The Winter Show and ART SG (the Singapore Art Fair) previewed. Extra distribution at BRAFA Brussels, The London Art Fair, The Winter Show, in Eurostar lounges and London hotels.

FEBRUARY (On sale 27 Jan)

Deadline 11 January

ASIAN ART FOCUS

Coinciding with our media partnership with Asia Week New York.

Asian art collector interview. Asia Week New York previewed. Extra distribution digitally via Asia Week New York mailing list, in Eurostar lounges and London hotels.

MARCH (On sale 24 Feb)

Deadline 8 February

TEFAF MAASTRICHT ISSUE

APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF.

Also coinciding with Le Salon du Dessin, Paris.

Museum Director, Collector and Artist interviews. Collectors' Focus. TEFAF Maastricht and Le Salon du Dessin previewed. Extensive free distribution from our stand at TEFAF Maastricht, in Maastricht hotels, Eurostar lounges, London hotels and at Le Salon du Dessin.

The above contents and events are subject to change.